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magazine

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PRICE OFFER

Harper's
MAGAZINE

Dear Reader:

It's almost an axiom in publishing that influence runs contrary to bigness. The world's most influential newspapers have relatively small circulations. They are important because their readers and their writers are important.

So it is with Harper's, America's first national monthly magazine.

Harper's writers are world famous... men and women who start a dialogue that is carried on continuously in the home, in government and often in the nation... people like Arthur Schlesinger, Jr., Jessica Mitford, S.L.A. Marshall, Richard H. Rovere, Katherine Anne Porter, Walter Kerr, Peter F. Drucker, Alan Moorehead, James Baldwin, Anthony Eden, and General James M. Gavin.

And Harper's readers are important. Their interests and curiosities range over wide areas... the arts, business, travel, government, science, education, books, the theatre, music.

Recently Harper's authorized an independent survey of Congressmen and high ranking government officials. Among other questions, they were asked which of five quality magazines they believed had the highest reputation for editorial content. Harper's won - 36% ahead of its nearest competitor.

Then they were asked which magazine they'd most like to publish their own articles. Harper's won again by 56%.

With fine writers and knowledgeable readers, Harper's is acknowledged as one of today's most influential magazines. (Recent winner of: two AAAS-Westinghouse awards for excellence in science writing, the Society of Magazine Writers award to Editor-in-Chief John Fischer, the Lincoln University Human Relations Award, the National School Bell Award for distinguished coverage of Education, 1966.)

Every once in a while we like to add new friends to our highly discriminating

audience. And since quick profit is not the all-important factor, we make our offer as attractive as possible.

This, then, is our offer, which will not be repeated this year -

A full year's subscription for only \$4.25
(half the regular subscription rate of \$8.50.)

This just about covers ink, paper, printing and postage. Our small profit comes next year when you decide to renew. Further,

YOU MAY CANCEL AT ANY TIME and receive a full
refund for all issues not already mailed.

Send your introductory order now via the envelope or card enclosed within. You are likely to find Harper's a wonderfully stimulating, convivial companion -- wherever you are, whatever your mood or fancy.

Mail the envelope now, and Harper's will be delivered to your door regularly over the coming year for only \$4.25 - (regularly \$8.50 a year). Half price. About a penny a day. No need to enclose payment now, unless you prefer. We'll be glad to bill you later.

Yours sincerely,



Rex Hearn
Circulation Director

RAH/CGE

P.S. A brief forecast for the coming year: A series on what is happening in American Medicine including Psychoanalysis (Dr. Donald Kaplan tells why that may be a vanishing art)... fiction by John Updike, Herbert Gold and Richard McKenna... Ralph Ellison on Negroes, Jews and the Young Writer... a sharp-eyed analysis of our law schools by Martin Mayer... an angry scientist's account of the infighting behind the laboratory doors... William Shannon on Romney and the Future of the Republican Party... and Clancy Sigal on "The Myth of Swinging England". More about students and by students, on their view of the world. And how to read an organization chart, for fun and to foretell your own future.

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